STAKEHOLDER FAMILIES AND PATHS OF INFLU

The Sports Ecosystem

A stakeholder is anyone who influences your organization or is influenced by it. Influence comes from interest, power or exchange, travels on five paths (rules, money, calendar, rights, image) and goes both ways.

External · institutions

Federation · league · ministry or sports agency · police · tax office · stadium owner when it is not the club

External · commercial

Main sponsor · secondary sponsors · kit supplier · ticketing platform · caterer · media rights holder · LED supplier · companies in the city as future sponsors · cleaning and other suppliers

External · public

Season ticket holders and ticket buyers · academy parents · schools and universities · customers of club products

External · media and influence

National sports press · local press · content creators · organised supporters' groups · former players as public voices

External · sports ecosystem

Other clubs in the city · youth clubs and schools nearby · player agents · other sports and federations

Internal

Decision and ownership (shareholders or members, board, president) · executive management (general manager, sporting director, finance director) · sporting area (coach, staff, players, captain, medical staff) · academy (coordinator, youth coaches, young players) · operations (administration, accounting, stadium staff, stewards, volunteers)

Read it fast

Who decides? Who pays? Who influences without deciding? Who wins or loses? Then: conflicts of interest, possible alliances, and what each important link means for marketing.